

ABSTRACT OF THE DISCLOSURE

A recommended item presentation device uses the access log for viewing/purchasing items on the item provider server made by the client as the analysis source information, so that there is less burden of input on the client side and it becomes possible to collect a large amount of the analysis source information, and the rating input for each item or the list of preferred items as the user preference estimating factor information indicating the user preference, so that it becomes possible to explicitly indicate the user preference and to change it whenever necessary.

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